

Action Ideas for World Breastfeeding Week 2011



Each year, over 120 countries celebrate **World Breastfeeding Week**. The United States celebrates from August 1 to August 7.

The 2011 World Breastfeeding Week theme is:

Talk to Me! Breastfeeding - A 3D Experience

The theme focuses on communication at various levels and between various sectors. WIC is in communities large and small and, therefore, has a vital role to play. WIC can join together with our own WIC partners and other community collaborators to get the breastfeeding message out to all mothers. Let's take this opportunity to grow our outreach efforts everywhere.

The following World Breastfeeding Week activity ideas may be helpful for you to develop plans to celebrate this special week.

WIC Clinics

Communicate information on the NWA National Breastfeeding Strategic Plan to members of your local community.

Prepare a presentation for your local hospital on WIC and how it helps mothers and babies to have a better breastfeeding experience and supports mothers.

Develop clinic bulletin boards with mother's breastfeeding stories. Entitle it "Breastfeeding Super Stars".

Give dads a certificate to recognize their support of breastfeeding mothers and infants.

Invite a photographer to take pictures of mothers and babies who breastfeed. Give copies to the mothers and put the pictures on display in WIC clinics.

Prepare information for community partners on how WIC supports breastfeeding.

Develop crib cards to thank the hospital staff for helping to get breastfeeding off to a good start by supporting the Baby-Friendly Hospital Initiative.

Prepare a self assessment of your local clinics to determine how many of them have achieved the "Six Steps to Breastfeeding Goals for WIC Clinics."

Develop a proclamation for your governor or local mayor to sign.

Develop talking points, posters and information for local, state and/or national legislators to encourage and support lactation support services.

Send encouraging text messages to prenatal and breastfeeding clients.

Challenge your agency to develop new methods of communication on breastfeeding promotion and support with participants.

Community

Provide or prepare information for your local breastfeeding coalition on how WIC supports breastfeeding. Include your local Early Head Start Program in this information.

Join your local breastfeeding coalition or work with other community partners to start one. Get the WIC message out!

Collaborate with a local La Leche League group or other organization on an event or activity during World Breastfeeding Week.

Communicate information on the Break Time for Nursing Mothers Accommodation (Section 7 of the Fair Labor Standards Act).
www.dol.gov/whd/regs/compliance/whdfs73

Contact breastfeeding-friendly companies and communities to sponsor PSAs or other breastfeeding promotion activities.

Wear breastfeeding promotion shirts and buttons to support World Breastfeeding Week.

Health Care Providers

Offer to provide breastfeeding in-services to local physicians and their staff on the NWA National Breastfeeding Strategic Plan.

Media

Prepare a press release on how WIC supports breastfeeding mothers, local world Breastfeeding Week celebrations or the NWA National Breastfeeding Strategic Plan.

Resources

The World Alliance for Breastfeeding Action website has materials on the 2011 theme. The web address is:

<http://worldbreastfeedingweek.org>

A kit to help plan for World Breastfeeding Week is available from the International Lactation Consultant Association (ILCA):

<http://www.ilca.org/worldbreastfeedingweek>

To order copies of the NWA National Breastfeeding Strategic Plan:

http://www.nwica.org/sites/default/files/WIC_2011_Breastfeeding_FINAL.pdf

To order copies of the Six Steps to Breastfeeding Goals for WIC Clinics:

http://www.nwica.org/sites/default/files/WIC_2011_SixSteps_FINAL.pdf

Resources for mothers available at:

www.breastmilkcounts.com



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